



Oracle

1Z0-1031 Exam

Oracle Marketing Cloud Data Management Platform 2019 Implementation Essentials Exam

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Version: 6.0

Question: 1

Which of the following is a reason to review and update a taxonomy?

- A. Taxonomy permissioning has been activated.
- B. There are too many categories in the taxonomy and it is hard to find the right data.
- C. The Category Value Assessment has been requested and addressed.
- D. It has been a month since the last audit was conducted.

Answer: A

Question: 2

When working with a customer on their data scoping project, which three are high-impact topics to discuss? (Choose three.)

- A. Granularity of taxonomy categories
- B. Offline file structure and content
- C. Exact number of users that will be classified into each category
- D. Total volume of categories that they anticipate in their taxonomy

Answer: A,C,D

Question: 3

How are look-alike models produced?

- A. They are built by identifying targets with the highest action rate on the Funnel Analysis report.
- B. They are built by data partners using complex algorithms of multiple data attributes.
- C. They are built within the platform using logic to connect audiences.
- D. They are built by ingesting online data from partner sites.
- E. They are built by creating audiences from categories with high index values.

Answer: E

Question: 4

How do you validate that you can use your developer keys to send authenticated message requests to the web services?

- A. Use the Audience Grant API

- B. Use the Ping API
- C. Use the ID Types REST API
- D. Use the ID Segment API

Answer: B

Question: 5

Your client wants their first initiative to be a re-targeting campaign. What do you need to ensure is configured/initiated before the execution of this type of campaign?

- A. That vendors and share partners have been configured and that Data Usage Agreement has been signed
- B. That access to 3rd party data has been granted and that 1st party converters have been suppressed
- C. That the BlueKai coretag is placed on the company site and that the channel partner's app has been installed
- D. That a Java Script BlueKai tag is placed in the header of each page and that your client submits reporting for use of third-party data
- E. That a custom audience pixel has been generated and that a look-alike model has been created

Answer: A

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